



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 27, 2020

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	28.1% of 29,200 outlets		33.7% of 29,200 outlets		48.2% of 29,200 outlets	
Special Rate <sup>4/</sup>	1.5%		5.1%		1.0%	
Activity Index <sup>2/</sup>	10,793		10,958		16,479	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					24	1.29
" - Toms					24	1.29
Frozen - Hens	179	1.19	39	1.39		
" - Toms	179	1.19	39	1.39		
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	103	2.88			24	2.29
Frozen	1,487	1.43	413	1.52	1,269	1.12
Split, bone-in						
Fresh						
Rotisserie					439	8.33
Boneless, whole			13	5.00	64	4.99
Cutlets	103	5.88	82	4.99	30	4.99
Cutlets, thin sliced	189	5.25	301	4.99		
Strips						
Tenders						
Marinated Tenders	391	4.78	207	4.66	127	5.33
Drumsticks	53	1.19	53	1.19	333	1.56
Thighs					167	1.73
Wings	53	1.19	145	1.06	269	1.51
Necks			54	0.99		
Smoked Drumsticks			89	2.29	65	1.99
Smoked Wings			144	2.11	65	1.99
Smoked Necks			89	1.99		
<b>GROUND TURKEY:</b>						
	6,805	3.68	6,058	3.71	6,870	3.68
Patties	1,007	3.99	300	3.88	362	3.95
Sausage	619	4.04	187	3.98	1,692	4.53
85% lean	796	2.84	1,566	2.73	1,995	2.95
93% lean	3,914	3.58	2,286	3.39	2,546	3.52
Breast	469	4.88	1,719	4.95	275	4.83
Rolls (frsh/frz 1 lb.)	100	2.21	57	1.99	143	2.45
<b>Specialty <sup>5/</sup></b>						
Patties						
93-94% lean	404	4.67	1,793	4.29	5,847	3.76
Breast	747	6.08	1,382	5.12	719	4.64

Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

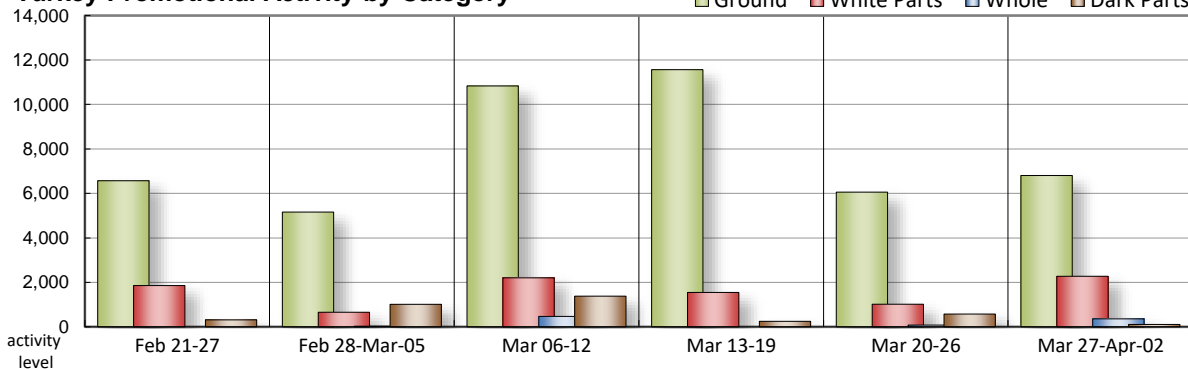
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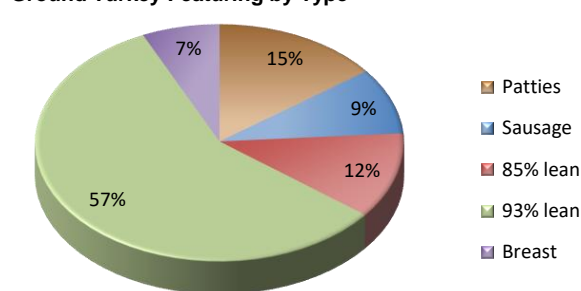
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Feature activity is slightly less than last week with a few more retailers suspending ad promotions. Whole bird offerings begin to increase as we near the Easter and Passover seasons. Frozen bone-in breasts are easier to find with the fresh variety joining the mix. Values are lower for frozen. Marinated tenders get increased attention. Prices trend higher for both cutlets and tenders. There is a limited showing of fresh dark parts. Grinds are more active with 93% lean taking center stage once again. You will pay a little more for most grinds, the exception is conventional ground breast which is better valued. Deli activity is nearly unchanged. Service deli turkey thick and thin slicing meats are viewed at lower price levels.

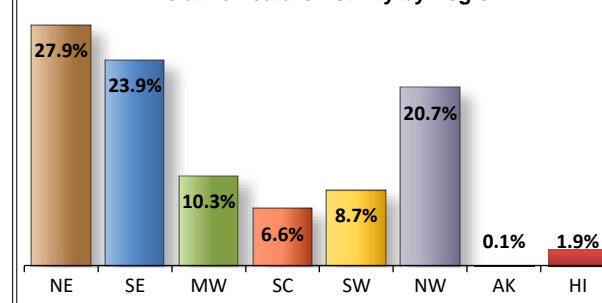
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	37.5% of 5,500 sampled outlets			45.2% of 7,400 sampled outlets			16.8% of 6,100 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	6.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			1.8% of stores w/ no-price promotions		
	<b>Activity Index = 3,428</b>			<b>Activity Index = 4,002</b>			<b>Activity Index = 1,157</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.88	103	2.88						
Frozen	1.29 - 1.49	424	1.33	1.29 - 1.49	965	1.49	0.99	33	0.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	5.88	103	5.88						
Cutlets, thin sliced	5.88	103	5.88				4.49	86	4.49
Strips									
Tenders									
Marinated Tenders	4.26 - 4.66	310	4.64	5.33	81	5.33			
Drumsticks							1.19	53	1.19
Thighs									
Wings							1.19	53	1.19
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.99	288	3.99	3.99 - 4.00	529	4.00	3.99	143	3.99
Sausage				4.00 - 4.29	529	4.04	4.10	43	4.10
85% lean	2.88 - 3.49	119	2.96	3.00 - 3.49	291	3.10	2.99 - 3.00	156	2.99
93% lean	2.50 - 3.99	1,106	3.16	3.00 - 3.99	1,607	3.77	2.99 - 3.99	524	3.42
Breast (99-100% lean)	4.52 - 4.99	459	4.88				4.49	10	4.49
Rolls (frsh/frz 1 lb.)							2.50	43	2.50
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99 - 5.99	348	4.52				3.99	13	3.99
Breast	6.99	65	6.99						

Source: USDA Livestock, Poultry, & Grain Market News;

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<http://www.ams.usda/market-news/livestock-poultry-grain> :

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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	14.2% of 4,900 sampled outlets			9.3% of 3,800 sampled outlets			53.3% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 739			Activity Index = 709			Activity Index = 693		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens				1.19	179	1.19			
" - Toms				1.19	179	1.19			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29	54	1.29				1.78	11	1.78
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.00	47	4.00						
Sausage	4.00	47	4.00						
85% lean	2.00	53	2.00	2.00 - 2.66	175	2.45			
93% lean	3.97 - 3.99	538	3.97	3.50	119	3.50			
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				1.99	57	1.99			
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean									
Breast							5.99	682	5.99

Source: USDA Livestock, Poultry, & Grain Market News;

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	ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup>	6.0% of 100 sampled outlets			41.0% of 100 sampled outlets		
Special Rate <sup>4/</sup>	4.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 2			Activity Index = 63		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean	3.99	2	3.99	4.99	20	4.99
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty <sup>5/</sup></b>						
Patties						
93-94% lean				5.29 - 6.99	43	6.08
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

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Fri. Mar 27, 2020

	NATIONAL SUMMARY						NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	This Week		Last Week		Last Year							
Feature Rate <sup>1/</sup>	46.7% of 29,200 stores		60.4% of 29,200 stores		66.1% of 29,200 stores		51.1% of 5,500 sampled outlets			62.9% of 7,400 sampled outlets		
Activity Index 2/	32,475		32,358		46,019		Activity Index = 7,618			Activity Index = 13,244		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores    Wtd Avg	Price Range (\$/pound)	Summary Stores    Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,565	8.81	2,600	9.39	5,502	8.25	6.98 - 11.99	1,664    8.86	6.99 - 11.49	1,617    9.13		
Private Brand	5,031	7.84	6,591	7.91	5,761	7.76	7.76 - 8.99	663    8.03	7.76	1,338    7.76		
Category 2												
Processor Brand	2,201	6.12	2,192	6.60	1,150	6.35	5.99 - 6.99	766    6.07	5.99	841    5.99		
Private Brand	1,411	6.29	3,292	6.49	2,939	5.96	5.99 - 6.99	1,204    6.29	5.99	44    5.99		
Category 3												
Processor Brand	361	3.83	540	4.42	551	3.88	3.33 - 4.99	172    4.12	4.99	955    4.99		
Private Brand	1,315	4.87	522	4.38	202	4.60						
Turkey Ham												
Processor Brand	83	4.99	192	3.92	175	4.13	4.99	69    4.99				
Private Brand	67	3.49	323	4.14	16	3.49						
Turkey Pastrami												
Processor Brand	14	4.99	72	3.99	56	4.49						
Private Brand			92	4.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,214	9.33	2,158	8.89	2,256	8.21	6.98 - 11.49	1,222    9.91	8.99 - 11.49	375    9.50		
Private Brand	390	7.33	1,507	7.57	350	7.98	6.99 - 10.99	155    7.38				
Category 2												
Processor Brand			397	5.25	182	6.46	4.99	194    4.99	4.99	955    4.99		
Private Brand	1,210	4.97	239	5.29	115	5.60						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,135	3.30	4,623	2.93	12,462	3.10	2.50 - 4.00	651    3.29	2.00 - 3.99	2,341    3.30		
Private Brand	1,216	3.95	16	2.99	2,731	3.23			3.33 - 4.00	1,216    3.95		
Turkey 16 oz												
Processor Brand	941	5.19	2,538	5.05	1,002	5.37	5.99	207    5.99	4.99	35    4.99		
Private Brand												
Chicken 7-10 oz												
Processor Brand	5,105	3.31	4,448	2.95	7,838	3.17	2.50 - 4.00	651    3.29	2.00 - 3.99	2,311    3.31		
Private Brand	1,216	3.95	16	2.99	2,731	3.23			3.33 - 4.00	1,216    3.95		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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Fri. Mar 27, 2020

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	44.9% of 6,100 sampled outlets			32.7% of 4,900 sampled outlets			22.1% of 3,800 sampled outlets			71.9% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,592			Activity Index = 2,271			Activity Index = 1,303			Activity Index = 2,331		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 10.49	753 7.79		6.99 - 9.99	94 9.04		8.99 - 9.99	398 9.02		9.99 - 10.49	37 10.27	
Private Brand	6.99 - 9.99	1,149 7.95		7.76 - 8.49	1,236 7.77		7.76	468 7.76		7.76	157 7.76	
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	482 6.47		5.49 - 5.99	69 5.83					5.99	43 5.99	
Private Brand	4.99 - 6.99	159 6.42		4.99	4 4.99							
<b>Category 3</b>												
Processor Brand	4.99	99 4.99		4.99	12 4.99		2.99 - 3.49	234 3.23		4.49	16 4.49	
Private Brand	3.99 - 4.99	188 4.93										
<b>Turkey Ham</b>												
Processor Brand	4.99	14 4.99										
Private Brand				3.49	67 3.49							
<b>Turkey Pastrami</b>												
Processor Brand	4.99	14 4.99										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 9.99	566 7.87		6.99 - 9.99	26 8.49		11.99	25 11.99				
Private Brand	6.99 - 7.99	125 7.57		6.99	110 6.99							
<b>Category 2</b>												
Processor Brand												
Private Brand	2.99 - 4.99	57 4.57		4.99	4 4.99							
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 4.00	993 3.18		1.99 - 3.98	316 2.97		4.49	89 4.49		2.99 - 3.49	698 3.48	
Private Brand												
<b>Turkey 16 oz</b>												
Processor Brand				3.98	17 3.98					4.99	682 4.99	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 4.00	993 3.18		1.99 - 3.98	316 2.97		4.49	89 4.49		2.99 - 3.49	698 3.48	
Private Brand												

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	12.0% of 100 sampled outlets			54.3% of 100 sampled outlets				
Activity Index 2/	Activity Index = 12			Activity Index = 104				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	9.99	2 9.99						
Private Brand	7.76	10 7.76		7.76	10 7.76			
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand				2.75 - 4.50	47 3.62			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand				2.75 - 4.50	47 3.62			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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